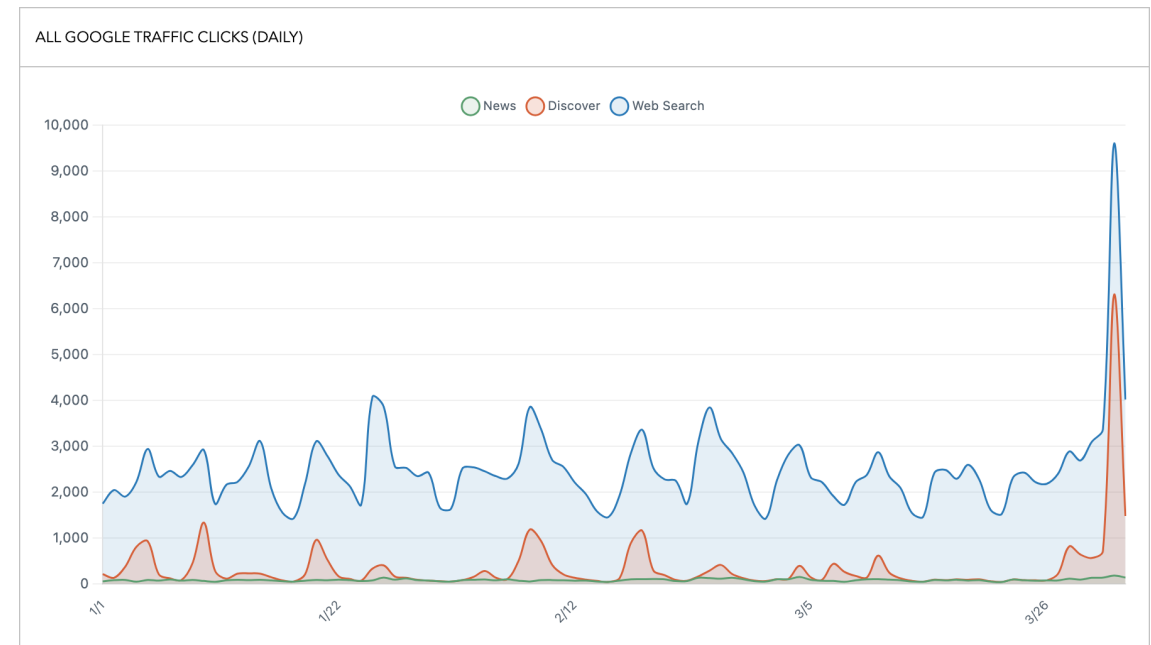




FLX Local Media: AI-Driven Technical SEO for Finger Lakes Daily News

THE CHALLENGE

- FLX Local Media acquired Finger Lakes Daily News in January 2026 with strong editorial momentum and minimal technical SEO infrastructure.
- Huckabuy was brought in to design and lead strategy across structured data, indexing, page speed, and monitoring.
- The objective was durable SEO systems that scale at newsroom speed while maintaining stability during demand spikes.



IMPLEMENTATION LED BY HUCKABUY

- This was a technical infrastructure rollout, not an AI content generation project.
- January 2026: acquisition and baseline roadmap covering schema architecture, indexing strategy, performance optimization, and monitoring.
- February 2026: sitewide schema rollout and noindex on syndicated sections to focus authority on original reporting.
- March-April 2026: page speed and caching hardening completed before severe weather traffic peaks.
- Core workstreams: structured data architecture, indexation strategy, and Core Web Vitals optimization.

THE SYNDICATED CONTENT PROBLEM AND FIX

- Syndicated sections were generating impressions but weak engagement.
- Huckabuy recommended noindexing those sections so crawl budget and ranking signals focused on original local journalism.
- Organic CTR improved from 4.6% to 7.4% after the indexing cleanup and technical rollout.
- Priority indexed content: police blotter, original community reporting, weather and emergency coverage.

BEFORE

4.6%

Organic CTR

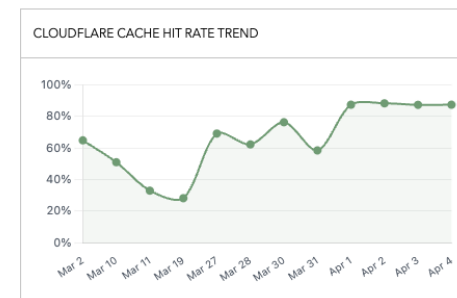
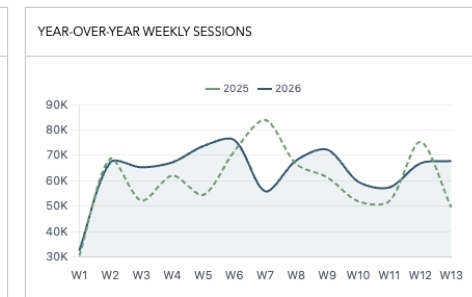
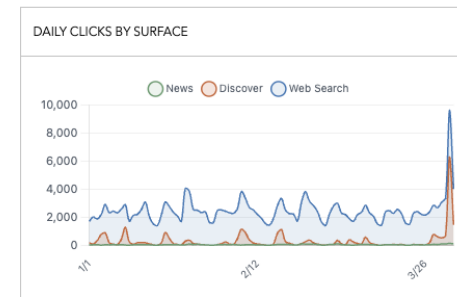
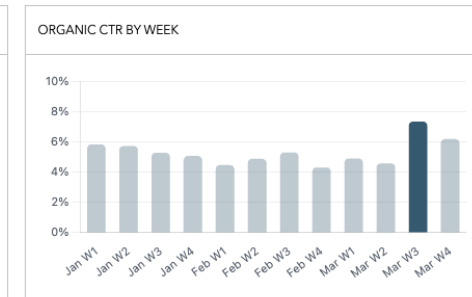
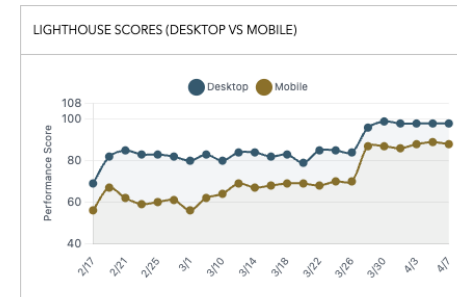
AFTER

7.4%

Organic CTR

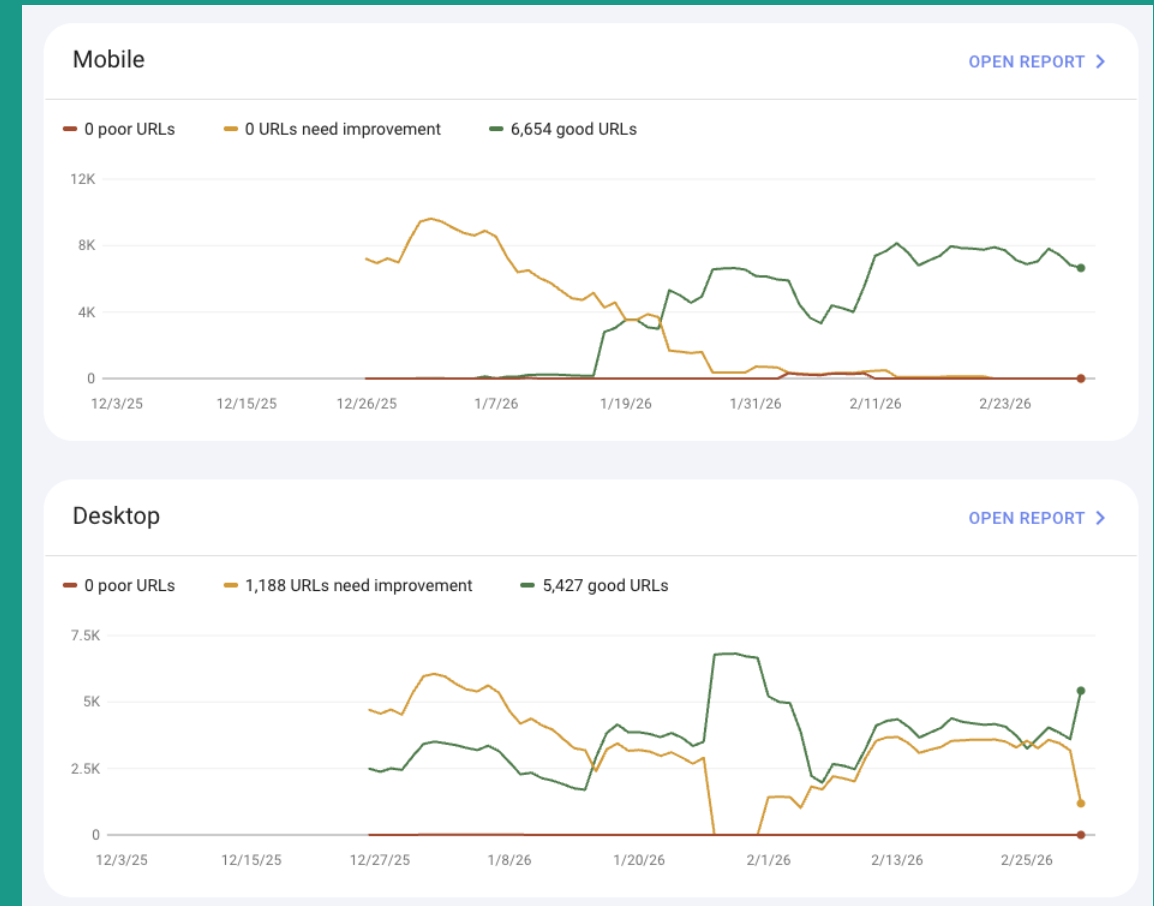
CORE TECHNICAL SEO CHARTS

- The program tracked Lighthouse, CTR, click surfaces, sessions, cache hit rate, and AI referrals.
- These charts show technical quality and visibility improving together throughout the implementation window.
- The result was stronger consistency rather than one-time gains.



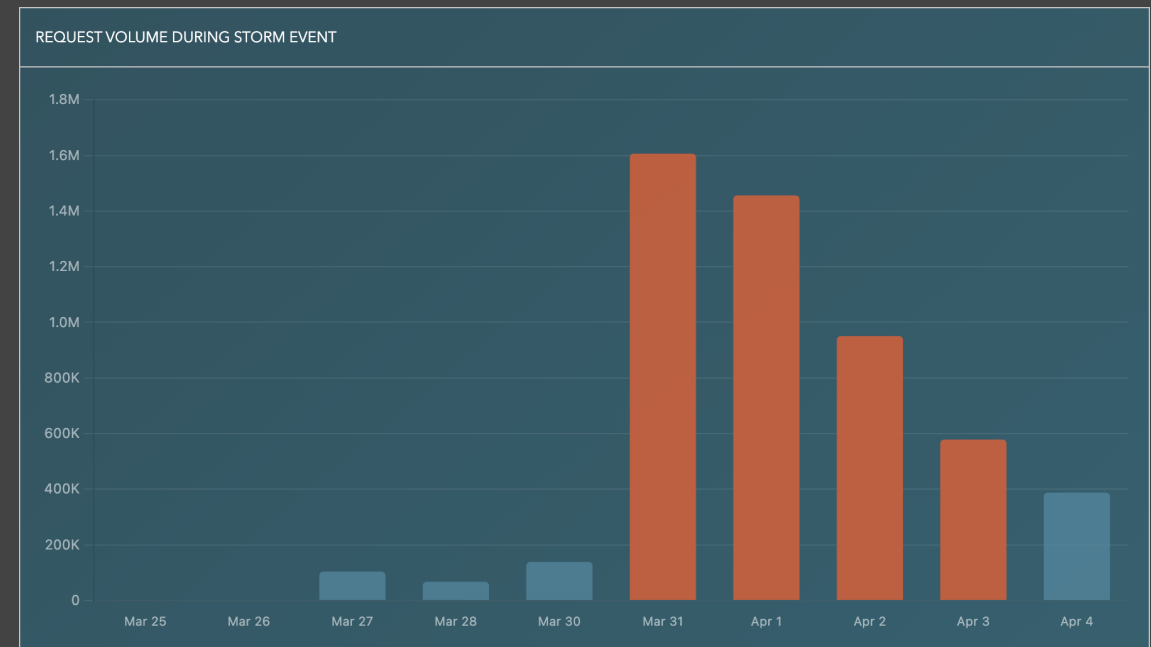
PAGE SPEED AND CORE WEB VITALS LIFT

- Huckabuy configuration prioritized render efficiency and performance for both mobile and desktop URL groups.
- Core Web Vitals stability improved during rollout, helping critical pages load faster and maintain stronger technical quality signals.
- This improved reader experience and supported search performance in a primarily mobile audience.



STORM WEEK STRESS TEST

- During a major storm event, traffic surged and the technical systems held.
- Request volume reached 1.6M with an 87.5% cache hit rate while origin pressure stayed controlled.
- Critical local weather coverage remained visible and discoverable when demand was highest.



RESULTS AND SEARCH VISIBILITY OUTCOME

- Share of voice for priority local topics improved after schema rollout, indexation cleanup, and page speed work.
- FLX reported 82% share of voice in a top original-reporting category and strong visibility on high-value weather queries.
- Additional outcomes reported: average position shift from 13.2 to 8.2 and 73% of organic clicks on mobile.
- The flood-warning SERP example shows how technical SEO execution translated into real-world discovery gains.

FLOOD WARNING SERP DOMINANCE EXAMPLE

The screenshot shows a Google search for "Flood Warning for Finger Lakes Region". The search bar is at the top, and the results are dominated by articles from "Finger Lakes Daily News". The top result is a news article titled "Flood Warning for Finger Lakes Region" from 14 hours ago, with a snippet: "Minor flooding is already occurring and is expected to continue until further notice. The National Weather Service issued this warning at 9:26 ... Read more". Below this is a "Top stories" section with four cards, each featuring a map of the Finger Lakes region and a headline: "LIFTED: Flood Watch, Flood Warning for Finger Lakes Region" (3 days ago), "LIFTED: Flood Warning for Finger Lakes Region" (2 days ago), and "Flood Warning for Finger Lakes Region" (1 day ago). At the bottom, there is another news article snippet from 1 day ago: "A Flood Warning is now in effect for Cayuga Lake at Ithaca in Tompkins County. The lake level reached 383.7 feet Friday morning and is high ... Read more".

ABOUT HUCKABUY



Huckabuy's software automates the most complex aspects of technical SEO and GEO. We enable enterprise teams to execute structured data, cloud performance, and bot-first delivery with consistency at scale.

